

Exhibit 23

NBA Las Vegas / Gambling Survey

Conducted on 7/16/07 by Harris QuickQuery among U.S. Adult Population (18+)

How much trust do you have in each of the following sports?

College football – 66%
NFL – 65%
College basketball – 65%
MLB – 63%
NASCAR – 61%
NHL – 57%
NBA – 56%
Boxing – 37%

Percentages represent anyone that responded with “A great deal”, “A fair amount” or “Some trust”.

- The level of trust in the NBA was relatively high among Men 18-34 (63%) and people with incomes of \$75,000+ (61%).
- The groups that trust the NBA the least (“Very little” or “Not at all”) were people with incomes of less than \$35,000 (48%) and Adults 35-44 (48%).

Which of the following, if any, best describe your general feelings towards gambling? (Respondents selected all that apply)

“It adds excitement to people’s lives” – 38%
“It is a waste of time and money” – 35%
“It has a negative impact on society” – 22%
“The positives outweigh the negatives in gambling” – 10%
“Other” – 9%
“I do not have any feelings towards gambling” – 20%

- Students, college graduates and people with incomes between \$50,000 and \$75,000 were more likely to have negative feelings towards gambling in general.

Which of the following activities, if any, have you participated in during the past 3 months? (Respondents selected all that apply)

Purchased lottery ticket – 40%
Visited a casino – 21%
Made a wager on sports with a friend or family member – 6%
Took part in an office pool (Super Bowl, March Madness, etc.) – 6%
Played online poker - 5%
Played fantasy sports - 5%
Bet on horse race / Off Track Betting (OTB) – 3%
Placed a bet at a casino sports book - 2%
Placed a bet with a bookie - 1%
Placed a sports bet online - 1%
None of these - 45%

- 53% of the general US population has participated in at least one of the gambling activities listed above in the past 3 months.
- While women are more likely to visit casinos, men are significantly more likely to make a sports wager, take part in an office pool, and play fantasy sports.

If a professional sports league launched a team in Las Vegas, how would it impact your attitudes towards that league?

“It would negatively affect my attitude towards the league” – 9%
“It would improve my attitude towards the league” – 4%
“It would not change my attitude towards the league” – 87%

- 13% of 18-34 year old males said that it would improve their attitude towards the league.

If a professional sports league launched a team in Las Vegas, how interested would you be to watch that team’s games on television?

Extremely interested – 1%
Very interested – 4%
Interested – 14%
Somewhat interested – 27%
Not at all interested – 54%

- 35% of 18-34 year old males said that they would be more than “Somewhat Interested” in watching a Las Vegas team’s games on television.

Which of the following best describes how often you place a bet on sports games/events?

“I never bet on sports games/events” – 73%
“I rarely bet on sports games/events (less than once every few months)” – 18%
“I occasionally bet on sports games/events (once every few months)” – 6%
“I regularly bet on sports games/events (1-4 times per month)” – 2%
“I frequently bet on sports games/events (more than once a week)” – 1%

- 36% of males bet on sports games/events
- 18% of females bet on sports games/events
- 44% of 35-44 year old males have bet on sports games/events, and that demographic bets most often as well.

Please indicate how much you associate each of the following sports properties with gambling?

Boxing – 67%
National Football League – 64%
National Basketball League – 55%
College Football – 53%
College Basketball – 53%
Major League Baseball – 49%
National Hockey League – 38%
NASCAR – 34%

Percentages represent anyone that responded with “A great deal”, “A fair amount” or “Somewhat”.

The following is the breakdown for the NBA by response:

Associate a great deal – 16%
Associate a fair amount – 18%
Associate somewhat – 20%
Associate very little – 14%
Do not associate at all – 31%

- In general, males associate the NBA with gambling more than females.
- College graduates and people with incomes of \$75,000+ also associated the NBA with gambling at a high rate.

If each of the following major professional sports launched a team in Las Vegas, how much trust would you have in the integrity of that team's games?

NFL – 62%
MLB – 62%
NHL – 61%
NBA – 59%

Percentages represent anyone that responded with “A great deal”, “A fair amount” or “Somewhat”.

The following is the breakdown for the NBA by response:

A great deal of trust – 7%
A fair amount of trust – 20%
Some trust – 32%
Very little trust – 17%
No trust at all – 24%

Suppose a major professional sports league (NFL, MLB, NBA, NHL) decided to launch a team in Las Vegas. How would that change your views of the league based on the following scenarios?

	Much/ Somewhat more positive	No change	Much/ Somewhat more negative	Net percentage difference
You cannot gamble legally on that sport in Las Vegas	17%	71%	12%	+5%
You can gamble legally on that sport in Las Vegas, but not on the Las Vegas team's game	11%	71%	19%	-8%
You can gamble legally on all games for that sport in Las Vegas	7%	70%	23%	-16%
The sport actively participates in and promotes betting in the Las Vegas arena/stadium	4%	65%	31%	-27%

How often do you look at the sports betting lines for sports games/events (e.g. in the newspaper or online)?

Never – 80%

Rarely (less than once every few months) – 11%

Occasionally (once every few months) – 5%

Regularly (1-4 times per month) – 2%

Frequently (more than once a week) – 1%

- 31% of males have looked at a sports betting line, compared to 9% of females.

Which, if any, of the following team sports did you bet on during their most recent regular season?

NFL – 11%

College basketball – 5%

College football – 4%

NBA – 3%

MLB – 3%

NHL – 1%

- 15% of people bet on one of these sports during the most recent sports season.
- 20% of males bet on one of these sports during the most recent sports season, compared to just 10% of females.
- 29% of 18-34 year old males bet on one of these sports during the most recent sports season.

Currently, sports betting is only legal in the state of Nevada. Which of the following best describes your feelings towards legalizing sports gambling across the U.S.?

Strongly support – 7%
Somewhat support – 10%
Neither support nor oppose -45%
Somewhat oppose – 11%
Strongly oppose – 27%

- 23% of males support legalizing sports gambling in the U.S., compared to 10% of females.
- 34% of males oppose legalizing sports gambling in the U.S., compared to 42% of females.
- 18-34 year old males are split evenly, with 30% both supporting and opposing the idea of legalized sports gambling

If a major professional sports league (NFL, MLB, NBA, NHL) decided to launch a team in Las Vegas, which of the following would best describe your preference for how the league should operate with respect to gambling?

“People cannot gamble legally in Las Vegas on any games in that sports league” – 32%
“People can gamble legally on that sport, but not on the Las Vegas team’s games” – 13%
“People can gamble legally on all games for that sport in Las Vegas” – 35%
“People can gamble legally on all games, and the sport actively participates in and promotes betting in the Las Vegas arena/stadium” – 21%

If a major professional sports league (NFL, MLB, NBA, NHL) placed a team in Las Vegas, how would that influence your spending on that league (i.e., tickets, merchandise)?

“I would definitely spend more money on the league” – 1%
“It wouldn’t influence my spending on the league” – 78%
“I would definitely spend less money on the league” – 17%